



Tourism on waves with a site that helps surf lovers to decide their destination

LOCATION: Almería

DURATION: 1'34"

SUMMARY: Surfergalaxy is an Almerian website and app which is unique in that it offers specific information on tourist destination for lovers of adventure and board sports. Its creators wanted to move the information from mouth to mouth between lovers of these types of sports, to a portal that collects all the information in a contrasting form. It also allows the users to upload their experiences thus complementing the information that they've been provided with.

VTR:

Opening Paragraph "Indonesia or try South Beach."

These two friends are planning what will be their next journey. They are surf lovers and they need specific information for their holiday to be a success. Normal websites aren't much help for the type of tourism they're after.

ALEJANDRO OSORIO
User

"I got the date wrong, I didn't find any waves, I didn't find the atmosphere I was looking for."

For a while they have been planning their travels while consulting Surfergalaxy, an Almerian website which is unique in offering specific information on tourist destinations for those that practice sports like surfing, kitesurfing, windsurfing or snowboarding.

ANTONIO SALINAS
Surfergalaxy Executive Director

"We manage an adventure profile, which looks for exotic places where you practice your favourite sports, in this case board sports."

The idea of creating a website began facing a lack of this type of tourism.

ALBERTO MARTÍN
Surfergalaxy Director General

"It consists in moving the 'word of mouth' information that you get on a beach, the mountains, on important stuff, difficulties a surfer can find when he reaches the beach, strong currents, or tides etc."

The portal, also available as a mobile app, has a distinct social character and turns its users into an important part of its service.

ALEX VARGAS
User

"This website allows me to go to different places to be able to take pictures and upload them to the network."

But also

ALBERTO MARTÍN
Surfergalaxy Director General

"Each user can create a map with his check-ins, or the places where they practice. They can show where they've been, can say how hard or easy it is, links..."

An Almerian creation, that was made to become a shining example in this field.